

II. Please amend claims 1-16 as set forth below:

(Currently Amended) 1. A method for ~~generating~~ providing an universal resource locator (URL) for linking an Internet User to a target Web page comprising:

a) said Internet user inputting a target website request including ~~an~~ a designation of an user-input Internet-independent unique identifier to a control Web site; and

b) in response to said target website request said control Web site searches a database to find an URL corresponding to said Internet-independent unique identifier for linking said Internet user to said target Web page.

(Currently Amended) 2. The method of claim 1 wherein:

said step a) of said Internet user inputting a target website request including ~~an~~ a designation of a user-input Internet-independent unique identifier is a step a1) of said Internet user inputting a target website request including ~~an~~ a designation of said user-input Internet-independent unique identifier as a first sub-field following an Internet domain name of said control Web site exemplified by a target website request as ~~www~~ control-website.com/Internet-independent-unique-identifier followed a worldwide web header www wherein "control-website" is said domain name of said control website and said "Internet-independent-unique-identifier" is said first sub-field.

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(Currently Amended) 3. The method of claim 1 wherein:

5 said step b) further comprising a step b1) of said control Web
site converting said user-input Internet-independent unique
identifier to a normalized Internet-Independent unique
10 identifier ~~of said target Web page~~ for said control Web site to
search a database to find an URL corresponding to said
normalized Internet-independent unique identifier for
linking said Internet user to said target Web page.

(Currently Amended) 4. The method of claim 1 wherein:

15 said step a) of said Internet user inputting a target website
request including ~~an a~~ designation of a user-input Internet-
independent unique identifier is a step a2) of said Internet
user inputting a target website request including ~~an a~~
20 designation of said user-input Internet-independent unique
identifier ~~as~~ comprising a telephone number for linking to
said target Web page.

(Currently Amended) 5. The method of claim 4 wherein:

25 said step a2) of said Internet user inputting a target website
request including ~~an a~~ designation of said user-input
Internet-independent unique identifier ~~as~~ comprising a
telephone number for linking to said target Web page is a
step a3) of inputting said telephone number as a first sub-
30 field following an Internet domain name of said control Web
site.

(Currently Amended) 6. The method of claim 1 wherein:

5 said step a) of said Internet user inputting a target website request including ~~an~~a designation of a user-input Internet-independent unique identifier is a step a4) of said Internet user inputting a target website request including ~~an~~a designation of said user-input Internet-independent unique identifier as comprising an advertisement identifier number for linking to said target Web page.

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(Currently Amended) 7. The method of claim 6 wherein:

15 said step a4) of said Internet user inputting a target website request including ~~an~~a designation of said user-input Internet-independent unique identifier as comprising an advertisement identifier number for linking to said target Web page is a step a5) of inputting said advertisement identifier number as a first sub-field following an Internet domain name of said control Web site.

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(Currently Amended) 8. The method of claim 1 wherein:

25 said step a) of said Internet user inputting a target website request including ~~an~~a designation of a user-input Internet-independent unique identifier is a step a6) of said Internet user inputting a target website request including ~~an~~a designation of said user-input Internet-independent unique identifier as comprising a branch location name for linking to said target Web page.

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(Currently Amended) 9. The method of claim 8 wherein:

5 said step a6) of said Internet user inputting a target website
request including ~~an~~ a designation of said user-input
Internet-independent unique identifier as comprising an
branch location name for linking to said target Web page is a
step a7) of inputting said branch location name as a first sub-
field following an Internet domain name of said control Web
site.

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(Currently Amended) 10. A network system comprising:

15 a network resource management center comprising a
database for storing data to receive a request from an
Internet user for linking said Internet user to a network
resource locator (URL) wherein said request designating a
network-independent preexisting-unique-identifier to search
said database for linking a URL ~~to~~ pointed by said network-
independent preexisting-unique identifier.

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(Currently Amended) 11. The network system of claim 10 wherein:

25 said network resource management center further
comprising a network-resource request-input processor for
processing said request for extracting said network-
independent preexisting-unique identifier for searching said
database for pointing and linking to said URL.

(Currently Amended) 12. The network system of claim 10 wherein:

5 said network resource management center further
 comprising a network-resource registration processor for
 receiving a registration request for inputting a network-
 independent preexisting-unique identifier and an associated
 network resource locator pointed by said network-
 independent preexisting-unique identifier for storing in said
 database.

10 (Currently Amended) 13. The network system of claim 11 wherein:

 said network-resource request-input processor further
 comprising a network-resource request-input normalizing means
15 for normalizing and converting said network-independent
 preexisting-unique-identifier ~~designated by~~ included in said
 request into a normalized network-independent preexisting-
 unique-identifier.

20 (Currently Amended) 14. The network system of claim 11 wherein:

 said network-resource request-input processor further
 comprising a first sub-domain processing means for
 receiving and processing said request with said network-
25 independent-preexisting-unique-identifier ~~designated~~
 included as a first sub-domain name under an Internet
 domain name of said network resource management center
 for extracting said network-independent-preexisting-
 unique-identifier.

(Currently Amended) 15. The network system of claim 10 further comprising:

5 an universal resource locator forward means for forwarding
an universal resource locator ~~linked by and~~ retrieved from
said database to a network resource requester.

(Currently Amended) 16. A network system comprising:

10 a network resource management center provided with an
interactive database for enabling an owner of a network
resource to input a network-independent-preexisting-
unique-identifier with several identifier-extensions for
entering an unique linking pointer in said database for
15 linking to and executing a ~~predefined~~ stored program for
each of said identifier-extensions.

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